



Albury Wodonga Regional Tourism Forum Inc

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NEWSLETTER – WINTER 2007

What a difference a nice drop of rain can make. We had just about forgotten what a nice green colour the beautiful landscape can be. The snow season is looking good too – hopefully it will be as good as the 2000 season, watch out for those snow bunnies they can be a health-wealth hazard!

6th Edition of the 'Free Map and Guide

North East Victoria and the Southern Riverina of New South Wales'

The new guide has yet proven to be an extremely popular brochure – the stock is running extremely low already! The attractive, new larger regional map is a real winner with many people wanting flat laminated copies to use in visitor centres etc. Distribution has been a major job particularly for Christine, Bob, John and Speciality Press – thank you for doing this. There has been a lot of lifting and carrying cartons into info centres and post offices, in fact over 80 trips so far! Nearly every visitor info centre in the region plus nearby regions now stock the Guide. **The next print run is being planned for late July so,**

if any of your details need changing please advise us now

Brochure: Discover North East Victoria and the Southern Riverina of New South Wales

This A4 size brochure has been a major undertaking not only because of the comprehensive content including detailed maps etc but also issues around some advertisers. For example, some of you are probably aware there have been some tourism problems in Indigo Shire, budget blow out of over \$200,000. As the Shire is a key tourism stakeholder and had booked ads in our brochure we needed to make sure that we could proceed. The green light has now been given and the ad funding will be paid in the new financial year. Apologies to others who have taken ads for this delay, it is of great importance that we get paid. If you would like further information please call Christine on 03 5728 7311, she is now working full-time to finalise this wonderful brochure. Some good news is that 3 organisations will be using this brochure as they only marketing tool to promote the region.

General Meeting

Thursday 28 June 2007 – 7.30pm

Elizabeth Room, Commercial Club, 618 Dean Street, Albury

Guest speaker – Kevin Wilson – Group Leader Cultural Services, Albury City

You are invited to our General Meeting to listen to Kevin Wilson speak about the **stunning new Albury City Library/Museum** (opening 27 July). This contemporary building (\$13 million dollar investment) will be a beacon for learning by providing highly accessible services, which will break a few taboos. Some of the features include, free access, free to join, free to borrow, free to browse, free Internet access, latest music at listening stations plus extended book and museum collections on display. Kevin is also an interesting 'attraction' he has worked for over 20 years in the arts industry in a broad range of roles such as cultural development, education and cultural facility management. He has initiated innovative programs and built regional projects into international events, he knows the value of creating cultural magnets for tourists having worked at Noosa and at St Kilda. If you can come, please call 03 5728 7311.

Membership –Annual Subscription time

It is that time of year again – annual sub time and we are pleased to announce that we have been able to keep the member's sub at a very reasonable \$220 (includes \$20 GST) for 2007-08. New members pay \$352 (includes \$32 GST). This represents good value for money as it is an all-inclusive membership fee ie no additional charges for website nor our regional map-guide and all members will be provided with a free listing in the business directory section of the new A4 brochure. We seek your assistance in having your subs in by the **20 July 2007**, as we need to reprint the Guide ASAP after that date.

Your ongoing support is greatly appreciated.

Victorian Parliamentary Inquiry into Regional Tourism

The Victorian Parliament Rural and Regional Committee is going to examine regional tourism operations starting in June. Written submissions were due 1st June but extensions have been given, as they felt not enough time had been given to the industry to respond. Thank you to several members who have done a submission – if we want to see change happen this is the opportunity to have your voice heard. We are doing a substantial submission as we have such a diverse range of members spread across a wide geographic area. The Terms of Reference include;

1. The economic benefits of tourism in regional areas.
2. Potential impediments to the sustained growth of regional tourism, economic activity and jobs.
3. The effectiveness at a National, State and local level of current programs to promote and enhance tourism in regional Victoria.
4. Initiatives to increase both international and domestic visitor nights in regional Victoria
5. The efficacy of existing mechanisms at a National, State and local level to address the impact on regional tourism of natural events such as bushfires, floods and drought.
6. Opportunities to leverage private investment and commercial activity in regional tourism infrastructure, including ecotourism.

You can do a written submission either post in or do one on-line or you can address the Committee when they travel to the region. If you want things to be confidential and not on the public record then that is fine as well. Full details can be found at www.parliament.vic.gov.au/rrc or phone the Committee Secretariat on 1300 787 202 or 03 9651 3580.

Buckland Gallery

A fond farewell to Ian and Gwenyth Smith, they have been the proprietors of the Buckland Gallery Beechworth for the past 15 years. They have been wonderful members and we wish them well for the future. We would like to welcome the new proprietors who are Steven and Jodie Goldsworthy of Beechworth Honey fame. They are already settled in and have some great plans for this beautiful building.

Bouchon Café

Welcome to new members Michael and Barbara Sibley of Bouchon Café, 38 Ford Street, Beechworth. Phone: 03 5728 2455. This Café is set in a tranquil garden in the main street of Beechworth. Bouchon is a licensed café, offering a French provincial-style menu including soups, pates, terrines, savoury and sweet tarts, wonderful French cheeses and delicious cakes. All hand-made, using local produce.

Great Escape Competition – Centro Albury

Centro Albury held a Great Escape competition, which ran for 3 weeks from 21 May to 8 June. Customers who shopped in the Centre were able to go in a draw which included winning 1 of 10 fabulous weekend getaways for 2 people. The campaign was promoted on The River radio station, Border Mail, Prime TV, in the centre and at point of sale. Thank you to the members who provided an accommodation prize – we would greatly appreciate any feedback you have received in relation to being part of this competition.

Chiltern Bird Convention 7-8-9 September 2007

Attention all avid birdos, Chiltern Tourism Association are working with Birds Australia and holding a Convention. Should be great fun (displays, field trips, guest speakers etc), we have done a letter of support to hopefully get some extra funding for this inaugural event. Phone Beryl on 03 5726 1611 for more information. Speaking of Chiltern Tourism – the Visual Arts Exhibition held in May was a winner – over 250 entries were received, what great range of talent there is in the region.

Tourism Forum Activities

Site at the National Hereford Show and Expo held in Wodonga in May. Attended the launch of the new visitor info centre at the Albury Railway Station, plus launch of the Holbrook Equine Centre and Submarine Museum Control Room. Went to a North East Victorian tourism seminar organised by the National Party. Caught up with the Tumut Region Visitor Centre staff on their famil of the region. Met with the Victorian Tourism Minister's adviser plus Tourism Victoria rep in Melbourne. A number of meetings have been held with several new FORUM partners, more news of these partnerships in following newsletters.